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UNITED STATES DISTRICT COURT  
 CENTRAL DISTRICT OF CALIFORNIA

PENSKE MEDIA CORPORATION, dba PMC, a  
 Delaware corporation,

v. Plaintiff(s)

PROMETHEUS GLOBAL MEDIA, LLC, a Delaware  
 limited liability company d/b/a hollywoodreporter.  
 com; and DOES 1 through 10, inclusive,

Defendant(s).

CASE NUMBER

CV 11-7560-VBF (MRWx)

REQUEST:  
 ADR PROCEDURE SELECTION

Pursuant to Civil L.R.16-15, the parties request that the Court approve the following ADR procedure:

- ☐ **ADR PROCEDURE NO. 1** - The parties shall appear before the  
☐ district judge *or* ☐ magistrate judge assigned to the case for such settlement proceedings as the judge may conduct or direct.
- ☒ **ADR PROCEDURE NO. 2** - The parties shall appear before a neutral selected from the Court's Mediation Panel for mediation.
- ☐ **ADR PROCEDURE NO. 3** - The parties shall participate in a private dispute resolution proceeding.

Dated: February 14, 2012

Steven B. Stiglitz

Attorney for Plaintiff Penske Media Corporation

Dated: \_\_\_\_\_

Attorney for Plaintiff \_\_\_\_\_

Dated: February 14, 2012

Anthony Sbardellati

Attorney for Defendant Prometheus Global Media, LLC

Dated: \_\_\_\_\_

Attorney for Defendant \_\_\_\_\_

NOTE: If additional signatures are required, attach an additional page to this request.